

vmware® PARTNER NETWORK

Service Provider Program Guide

V.3.1 / Updated November 2010

PROGRAM GUIDE

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The terms of this VSPP Program Guide (the “Guide”) are in addition to the terms of the VMware Service Provider Program Agreement entered into between VMware and each Service Provider (the “Agreement”). All terms not otherwise defined herein shall have the meaning set forth in the Agreement. VMware reserves the right to modify this Guide at its discretion upon thirty (30) days notice which notice may be provided on Partner Central. The current version of this Guide will be made available to Service Providers on Partner Central. Service Provider program benefits and requirements are applied based upon the region in which the Service Provider is located. VMware does not provide any warranties for any information contained herein and specifically disclaims any liability for damages, including, without limitation, direct, indirect, consequential, incidental, and special damages, in connection with this Guide or the programs referenced herein.

The terms of this guide are subject to the terms of the VMware partner program enrollment agreement between VMware and you. VMware reserves the right to administer and modify the programs referenced herein at its discretion.

Program benefits and requirements are applied based on the partner type as determined by VMware, and the region in which you are located.

This Guide is effective as of November 2010. This Guide replaces all previous VMware Service Provider Guides.

Welcome to the VMware Partner Network!

VMware recognizes that our Partners are the cornerstone to our success

Since 1998, VMware has delivered unmatched virtualization solutions to market, earning numerous industry awards and accolades for innovation and technology leadership.

The VMware Partner Network is for our entire Partner ecosystem that sell, build, develop, or train on VMware products and solutions. The VMware Partner Network is designed to recognize your expertise, reward you for the total impact you have in the marketplace, and deliver value to help your business thrive.

Our Partners — The Cornerstone to Our Success

Together, VMware and its VPN Partners (“Partners”) deliver solutions that help businesses grow and innovate, while simplifying computing infrastructure and minimizing total cost of ownership (TCO). With the VMware Partner Network, your company benefits from market leading virtualization and cloud infrastructure solutions combined with award-winning programs designed to enable, distinguish, and reward you. As a member, your company gains exclusive access to resources that will drive both license and service business, create new opportunities, increase profitability and close deals more quickly. Our comprehensive Partner Program, the VMware Partner Network, provides your company with the tools you need to stand out to customers and gain a long-term competitive advantage in your VMware virtualization and cloud infrastructure practice.

Getting Customers What they Need, When they Need it

The VMware Partner Network is designed for our entire Partners ecosystem, a complete network of virtualization and cloud infrastructure practice contributors, with the customer at the core. This community of VMware Partners supports our vision to help customers virtualize their IT infrastructures through centrally-managed computing, storage and networking virtualization and cloud infrastructure. The combination of your solutions and services expertise along with VMware’s virtualization and cloud infrastructure solutions provides your customers with comprehensive, market-leading virtualization and cloud infrastructure solutions for their business and technical needs. Strengthen customer loyalty and maximize profitability by leveraging cost savings for your customers with the VMware Purchasing Program, and Enterprise Licensing Agreements. Maximize your customers ROI with TCO/ROI calculators, Capacity Planner services and Going Green. The VMware Customer Financing Program enables you to offer financing options to your customers.

Build Your Business and Increase Profitability

VMware is committed to your success with benefits designed to help you build revenue and drive sales while increasing your market impact. Once your company is enrolled in the VMware Partner Network, you receive immediate access to benefits and resources tailored to your individual business needs. This program is designed to support our reselling Partners in expanding their business by incorporating VMware virtualization and cloud infrastructure solutions into a focused selling and service model. By joining the VMware Partner Network, your company has access to industry-recognized certification training through VMware Partner University which delivers the highest quality training and education for your company’s specific needs. VMware Partner University helps your virtualization and cloud infrastructure practice achieve and build customer confidence, by becoming a distinguished VMware virtualization and cloud infrastructure expert through earned competencies.

Getting the Rewards You Deserve

The VMware Partner Network rewards Partners who incorporate VMware virtualization and cloud infrastructure solutions into their virtualization and cloud infrastructure practices. Whether you have an established relationship with VMware or have just launched your Partnership with us, we want to make certain you receive the greatest possible benefit from this program. Increase your profits through financial rewards and leverage the most cost savings for your customers by combining advantage+, VMware’s Opportunity Registration Program. Supersize your VMware virtualization and cloud infrastructure business with the potential to earn an additional \$15* for every \$1 of VMware virtualization and cloud infrastructure solutions, when you sell complimentary networking, storage, security, business applications products and professional services.

Stay Ahead of the Competition

VMware’s comprehensive marketing tools will give your company the competitive advantage to stand out from the competition with interactive lead generation campaigns, product collateral, free license software, web-site content syndication, VMware Partner branding, preference on the VMware Partner Locator, and much more. Give your company everything it needs to get a running start in developing services offerings, including: market analysis, technical collateral, sales tools, and readiness roadmaps. Realize new revenue opportunities with VMware white papers and service acceleration kits.

We encourage all Partners to participate in the ongoing development and enhancement of the VMware Solution Provider Program by submitting your comments to us at partnernetwork@vmware.com.

*May 2010 Global Touch Inc: Data Center Survey.

How to Use this Guide

This Guide describes the VMware Partner Network Program, including: program policies, the basic structure of the program, program benefits, requirements, and important tips on how to take advantage of all the VMware Partner Network has to offer. It is divided into the following sections for easy reference.

VMware Program Policies

This section outlines VMware program policies related to topics such as program enrollment, compliance, legal entities and more.

VMware Service Provider Program (VSPP) Overview

This section outlines VMware program policies related to topics such as program enrollment, compliance, legal entities and more.

VMware Service Provider Program (VSPP) Membership Overview

This section outlines the specific policies and program terms relating to the VMware Service Provider Program.

Benefits & Requirements Tables

This section provides an explanation of benefits and requirements for each partner level in an easy-to-read quick reference format.

Comprehensive Benefits Review

This section offers a listing of the available program benefits. Benefits listed in this section may not apply to all partners as individual partner benefits are determined by partner level.

Comprehensive Requirements Review

This section offers a listing of the program requirements. Requirements listed in this section may not apply to all partners as individual partner requirements are determined by partner level.



Special attention should be given to sections indicated by this information symbol. These sections indicate how partners may take advantage of the services and support defined within the “VMware Benefits” section of this guide.



Special attention should be given to sections indicated by this URL symbol. These sections indicate how partners may find out more about a specified program element by visiting the listed website link.

VMware Program Policies

Program Enrollment and Compliance

To join a VMware partner program, a partner must complete an application and execute a VMware partner program enrollment agreement. Partners that will resell VMware products or solutions must also establish a purchasing relationship with an authorized VMware Distributor. Benefits and requirements vary by program and, for multi-level programs, by membership level. Program membership will renew automatically for successive one-year terms provided that partner remains in compliance with all program requirements. VMware reviews program compliance at least once a year, and reserves the right to re-level partners that exceed or no longer meet the requirements of their membership level.

Partners that wish to establish a purchasing relationship with an authorized VMware Distributor in order to resell VMware products or solutions and who wish to become eligible to receive various VMware Partner benefits, must qualify for and join the applicable reselling program in the VMware Partner Network. Partners may join only one reselling program, based on which of the following five programs most closely matches partner’s primary business model:

- VMware Solution Provider Program
- VMware Corporate Reseller Program
- VMware Global System Integrator/Outsourcer Program

Partners enrolled in a VMware reselling program may also be eligible to join one or both of these additional programs, based on applicable program criteria:

- VMware Service Provider Program (“VSPP”)
- VMware Authorized Training Center Programs

Note: For Service Provider Partners, it is not necessary to join any other program to be a member of the VSPP Program.

Legal Entity and VMware Program Membership

Each legal entity or organization that wants to join a VMware program must satisfy the program membership requirements on its own, and each must execute a separate VMware program enrollment agreement specific to its partner type. Partners must join the partner program in each country partner desires to resell. Under VSPP, Partners join the program in each region where they provide hosting services. Regions are defined as US, Canada, Latin America, EMEA and Asia Pacific. Parent companies, affiliates, subsidiaries, or acquired companies of a program member are not program members and do not qualify for program benefits unless each individually satisfies the program membership requirements.

(For more VSPP specific requirements relating to Legal Entity and program membership, see the 'VSPP Membership Overview' below)

In the case of acquisitions, mergers, and/or other business combinations, the existing membership level of the surviving entity and the operating status of the acquired or merged entity, as applicable, shall dictate the membership criteria applicable to the newly formed entity. If for example, a Corporate Reseller at the Premier level is acquired by another partner type, and the acquired company is effectively subsumed entirely within the umbrella of the parent company in terms of ongoing business focus, operations and/or corporate structure reporting, the newly formed entity and its subsidiaries will be held to the membership criteria applicable to the Corporate Resellers. If however, the acquisition does nothing to change the business focus or operations of the Corporate Reseller partner, the acquisition will not affect the membership status.

Developed and Developing Country Definition

VMware recognizes that the virtualization market is in different stages of development in different countries. To reflect these differences, VMware modifies certain program requirements, such as program fees and training requirements, for partners in "Developing" countries. VMware determines whether a country is Developed or Developing based on the number of VMware partners, the total amount of business generated, penetration of VMware products, and VMware overall goals in that country. The list of Developed countries and VMware's criteria for transition from Developing to Developed can be found on Partner Central. Any country not listed as Developed will be considered Developing for VMware program purposes. The location of the legal entity that has individually satisfied the membership requirements of the program shall be used to determine whether a partner is in a Developed or Developing country.

Unique Partner Identification Number

Upon program authorization, VMware will provide each VMware partner with a unique Partner Identification number. This VMware Partner ID is required for all orders, including registering opportunities and Internal Use Licenses. The VMware Partner ID is referenced in order to allocate proper discounts and to calculate specific program benefits, such as MDF, when applicable.

Partner Information

By joining the VMware Partner Network, a partner consents to receiving program-related information from VMware for the following purposes:

- Administering the program;
- Providing information to the partner about the program, including events and training opportunities;
- Inviting partner to participate in surveys and research; and
- Providing the partner with information and materials to support its efforts to deliver VMware solutions, including security information, technical information, and sales and marketing materials and resources.



Partner agrees that VMware may publish partner's name and address on the VMware partner portal in a listing of program members, and may reference partner as a member of the program using partner's logo, subject to reasonable trademark and logo usage guidelines provided by partner and to the VMware Privacy Policy posted at: <http://www.vmware.com/help/privacy.html>

Partner Integrity

Compliance affects everyone. Our business success depends on our ability to passionately deliver solutions to customers in a responsible, transparent and ethical way. At VMware, we're committed to helping our Partners reduce business risks that result from noncompliant behavior and avoid unnecessary costs, reputational damage, and penalties, including government sanctions and legal action for violations.

Recent developments in global regulatory policy, including heightened enforcement by government agencies, together with the risks associated due to an increasingly vast and distributed global business environment, have combined to make competent, consistent Partner due diligence more important than ever before. As an example, enforcement by

the US Department of Justice into potential Foreign Corrupt Practices Act (FCPA), violations have increased nearly 2000% in the past five years with stiff civil and criminal penalties attaching to offenders. While the FCPA provides that any U.S. company must ensure its partners conducting business overseas aren't involved in corrupt activities or the bribing of foreign officials to win business or special favors, many local anti-bribery laws and VMware internal policy strictly prohibit bribery in any form and towards any recipient – either a government or commercial party. To increase compliance with the FCPA and similar anti-bribery laws, companies must develop and administer comprehensive compliance programs that broadly address and minimize all compliance risks and extend compliance responsibility to all individuals or entities involved in the downstream distribution, promotion or sale of products and services.

VMware has instituted a comprehensive Partner Integrity initiative which includes some or all of the following elements that direct and indirect Partners must successfully complete both as a prerequisite to being eligible to participate in the VMware Partner Network (VPN) partner programs, and on an ongoing basis, to maintain their Partner status: pre-screening, ongoing qualification, partner vetting, self certification and training requirements. These elements are further detailed below:

- a) All Partners must adhere to all terms contained in the VMware Partner Code of Conduct available at: www.vmware.com/go/partnerintegrity
- b) As part of the VPN Application process, Partners will be required to acknowledge that they will remain in compliance with the terms of this Program Guide, the Partner Code of Conduct, and all applicable laws pertaining to their hosting of VMware products.
- c) The prescreening process includes an internal business qualification process which will be conducted by VMware sales and finance teams, working in close conjunction with the Partner. Then, based on factors developed by VMware in conjunction with a third party expert, select Partners will be offered provisional acceptance into VPN, with formal enrollment contingent upon successful completion by Partner of a detailed due diligence questionnaire where, amongst other items, the partner must self-disclose any current or pending compliance violations. Any red flags or material areas of concern highlighted in a Partner's due diligence questionnaire may result in a Partner's provisional enrollment into VPN being revoked;
- d) All Partners must self certify at least every three years that they are in compliance with all applicable laws pertaining to their hosting of VMware products, with a requirement to immediately disclose to VMware as soon as possible any known or suspected violation of law or VMware policy.
- e) Mandatory ongoing training relating to Anti-bribery, including the FCPA, as well as to remind Partners of their obligations with regard to US Export Control Laws is required and will be delivered via VMware's online "MyLearn" portal located at: www.vmware.com/go/partnerintegritytraining. Partners will be required to complete the first installment of training within 30 days after being on-boarded and VMware will conduct periodic audits to ensure compliance. Additional mandatory ongoing training modules will be rolled out by VMware in conjunction with the re-certification of Partners.

VMware values corporate integrity and compliance with all elements of its Partner Integrity initiative is required. Partners are expected to act with integrity and be honest, ethical and accountable in their dealings, comply with all applicable laws and act with the highest levels of corporate integrity in all dealings relating to VMware. Should Partners have any questions about VMware's Partner Integrity initiative, they should contact partnernetwork@vmware.com.

VMware Service Provider Program (VSPP) Overview

The VMware Service Provider Program (VSPP) is a cornerstone of VMware's vCloud initiative. VSPP was designed to help ensure a successful partnership with VMware, through offering benefits such as support and tools through which partners can develop, promote, and sell their VMware-based products, services and solutions.

In this Guide, VSPP Partners ("Service Providers") will find a detailed review of the VMware Service Provider Program, including program benefits, requirements, and important notes on how to take advantage of all this program has to offer. VMware wants to make certain Service Providers receive the greatest possible benefit from the VMware Service Provider Program.

Target Audience

The VMware Service Provider Program is created for IT partners providing Hosted IT services to End User Companies. Any partner which provides subscription or web services to third parties may be considered a Service Provider in this program. This program currently includes multiple partners who market themselves as Application Service Providers, Internet Service Providers, Co-location, Hosters, Cloud Providers, DaaS Providers, Disaster Recovery, and Managed Service Providers. Hosted IT Services include: Web Services, File, Mail, Database, Application, Transaction, Disaster Recovery, Co-location, and other Managed Services. For this program, End User Companies are third-parties that the partner has a relationship with, not departments, divisions or business groups within the partner themselves. "Hosted IT Services" means an internet based subscription computing service that allows end users to access (i) the computing or processing power of systems operated by the Service Provider (such as utility or grid computing), and/or (ii) various software applications that are installed and operated on the systems of the Service Provider, however any service that the partner provides to the End User Company utilizing VMware technology is considered a Hosted IT Service. This program does not encompass the reselling of VMware software to third parties..

Program Criteria

Eligibility for Service Provider Program Membership:

- Companies providing Hosted IT Services to End User Companies.

- Companies must have a purchasing relationship with a VMware Service Provider Program Aggregator to procure VMware products to use for Hosted IT Services

Note: Commercially purchased VMware vCloud and vSphere products restrict usage in hosting environments. Service Providers MUST obtain a modified VMware EULA that allows use of products in Hosted environments. This EULA amendment will be supplied by the Aggregator as part of an order for VSPP products.

VSPP product subscription licenses are not purchased directly from VMware. In order to assist with program logistics VMware has negotiated with a limited number of resellers to offer these licenses to Service Providers. These resellers are called Aggregators and are responsible for contracts, providing software, gathering usage data from partners on a monthly basis and running the program operations in conjunction with the VMware VSPP Program Management team. Aggregators have been set up worldwide to offer the program to Service Providers. The list of Aggregators is available in an Aggregator Lookup Table on Partner Central or at <http://www.vmware.com/partners/programs/service-provider/> under the compare all tab.

VMware Service Provider Program Membership Overview

VSPP Agreement (Click Through)

Any company that wants to be a VSPP Partner must execute a VSPP Agreement(s). Multi-region Service Providers must sign an agreement for each Region that they will participate in the VMware Service Provider Program.

Regional Requirements

VSPP Partners must meet the program requirements in each Region where they that it will participate in the VMware Service Provider Program. Regions are defined as US, Canada, Latin America, EMEA and Asia Pacific.

VSPP Subscription Agreement

One of the benefits of the VSPP is the ability to use specific VMware software on a subscription basis. Each VSPP Subscription Contract covers the following:

- VMware Products on a term based subscription license
- Monthly pricing for each VSPP product. All prices for the VSPP subscription model products include Support for the 12-month term of the subscription license. VSPP Products are supported at the Production Support level except for Spring and Zimbra products. See the VSPP Product Usage Guide for more details.
- A hosting EULA Amendment which modifies the standard VMware product EULA to provide for limited hosting and rental rights. This amendment will be provided to the Service Provider by the VSPP Aggregator. A list of the VSPP aggregators can be found in Partner Central.

Not all VMware products are currently available through the VSPP program. See vmware.com for a full listing of VMware products available at this time. The following is a list of VSPP Products which can be bought through the VSPP subscription model as of the date of this Guide:

- vCloud Premier Service Provider Bundle
- vCloud Standard Service Provider Bundle
- View Premier
- ThinApp Client
- Site Recovery Manager
- vCenter Server Heartbeat
- vShield App
- vShield Edge
- vCenter CapacityIQ
- tc Server
- tc Server Spring Edition
- Hyperic HQ EE
- Zimbra Collaboration Suite Professional
- Zimbra Collaboration Suite Standard
- Zimbra Archiving and Discovery

Partners that want to provide Hosted IT Services and obtain VSPP Products with the subscription benefits listed above must ensure they have met the qualifying training criteria and execute an agreement with their VSPP Aggregator that will contain monthly minimums and a twelve (12) month term. The VSPP subscription model is not available in all countries, please see the list of Aggregators on Partner Central.

VSPP Point Plans from the VSPP Aggregators

The VSPP monthly subscription model is a points based system. The point plan is similar to a mobile cell phone plan in that the Service Provider commits to a minimum monthly amount which they must pay for regardless if they under-consume, and if they exceed, they simply pay an additional fee for any overages. Each plan is a 12 month commitment at the given level of points per month. Each point plan SKU will have a set of product licenses within the Point Plan, allowing the VSPP member to mix and match products each month. Also similar to a mobile cell phone plan, there are a set number of minimum point plans available. The plans available as of the effective date of this Guide are:

- 360 (1 VCP)
- 1,800 (1 VCP)
- 3,600 (2 VCPs)
- 10,800 (2 VCPs)
- 18,000 (2 VCPs)
- 30,000 (2 VCPs)

NOTE: The number of VCPs needed in order to sign a VSPP contract is lower than the number of points needed for a Partner to be at the Premier level.

Points per month is: (1) the total number of points used by, or (2) the minimum point commitment of, VSPP Service Provider, as reported by VSPP Aggregator. The point values shall be calculated based upon the product usage to point value details in this Guide.

Each VSPP product has a corresponding point value. The monthly VSPP Product Point values as of the effective date of this Guide are:

- vCloud Premier Service Provider Bundle 15 points per 1 GB Virtual RAM
- vCloud Standard Service Provider Bundle 5 points per 1 GB Virtual RAM
- View Premier 12 points per Concurrent Connection
- ThinApp Client 2 points per ThinApp Client
- Site Recovery Manager 22 points per Protected Virtual Machine
- vCenter Server Heartbeat 486 points per Protected vCenter Server
- vShield App 7 points per Virtual Machine

- vShield Edge 5 points per Virtual Machine
- vCenter CapacityIQ 4 points per Virtual Machine
- tc Server 73 points per Processor
- tc Server Spring Edition 97 points per Processor
- Zimbra Collaboration Suite Professional 1.75 points per Mailbox
- Zimbra Collaboration Suite Standard 1.10 points per Mailbox
- Zimbra Archiving and Discovery 1.10 points per Mailbox

Details regarding the products, points per product and usage are available in the VSPP Product Usage Guide.



Each Service Provider is responsible for verifying that they have procured all necessary third party licenses for use with any VMware products and are in compliance with all such license limitations that may impact use of the VMware software

All Service Providers must obtain the VSPP product licenses from VSPP Aggregators and report their usage on a monthly basis to the VSPP Aggregators in their agreed to timelines.

Please contact a VSPP Aggregator to find out which more about Point Plans, as well as VSPP Point Plan pricing.

Legal Entity

As part of the VSPP Program registration, a Service Provider must list all eligible affiliates which may want to participate in VSPP and Program benefits. After the point of initial program authorization, the Service Provider may add Affiliates only upon written agreement by VMware.

Partner Levels

The Service Provider program has three programmatic membership levels: Professional, Enterprise and Premier, with Premier being the highest level of membership. Program benefits and requirements increase as Service Providers engage in more complex virtualization solutions.

• Registered Partner

The “Registered” level of membership is the VMware partnership entry point that allows interested partners to learn more about VMware virtualization solutions, the Service Provider Program and provides access to free, online training available to advance their VMware knowledge.

• Professional Partner

The “Professional” level of membership is the first level of promotion within the Service Provider Program, to recognize and reward Service Providers that invest in training and are actively using VMware solutions.

Service Providers positioning services with their end users that involve sophisticated virtual infrastructures, such as vCloud, require sales and technical knowledge as well as an understanding of the capabilities of such infrastructure. To earn promotion to the Professional level, Service Providers must complete VMware accreditation for a minimum of one VMware Certified Professional (“VCP”), and license a 360 or greater point plan with an authorized VSPP Aggregator.

Professional level partners are authorized to rent all VMware products available to Service Providers.

• Enterprise Partner

The “Enterprise” level of membership in the VMware Service Provider Program is intended for organizations that have multiple services based on VMware products and/or larger numbers of end user customers.

VMware Service Providers at the Enterprise level are required to have a strong technical knowledge, plan and design best practices, and a clear understanding of the technical capabilities of our products is essential. To this end, Service Providers must make a minimum investment in VMware certification and show base-level VMware implementation success. To earn promotion to the level of Enterprise partner, a Service Provider must have two VMware Certified Professionals (“VCPs”) on staff (one VCP is required in Developing Countries), and must be able to deliver hosted virtualization solutions. In addition to the aforementioned training requirements, a VSPP member must license 3,600 or greater point plan with an authorized VSPP Aggregator.

• Premier Partner

The “Premier” level of membership is the highest partnership level within the VMware Service Provider Program. This partnership level is for partners who have committed their business resources to understanding and delivering virtual infrastructure solutions and have multiple services based on VMware products implemented for hundreds of end user customers.

To be promoted to the level of Premier partner, Service Providers must:

Make a minimum investment in VMware certification with four VMware Certified Professionals (“VCPs”) in order to meet the challenging technical and business needs of our customers

(two VCPs are required in Developing Countries.) In addition to the aforementioned training requirements, a VSPP member must license an 18,000 or greater point plan with an authorized VSPP Aggregator.

VSPP Installations

General Installation

The VSPP allows for Service Providers to install and use VMware software on their site for hosting the software. The majority of all Software Products must be installed and used solely by the Service Provider premises. The Software Products may only be installed on end-user premises as long as Service Provider owns and controls all hardware and software associated with the hosted environment.

White Label Model

The term “White Label” is defined as a model whereby a Service Provider (Master Service Provider) reseller their Hosted IT Service to another Service Provider (Secondary Service Provider) in a branded or non branded manner, whereby the Secondary Service Provider offers this same hosted service to its end users. All use of “White Labeled” service must meet the following criteria.

- All Secondary Service Providers must be current members in the VSPP Program.
 - Production SnS support remains at the Master Service Provider only.
 - Secondary Service Providers that are reselling (or consuming) the Master Service Providers Hosted IT Service must abide by all the terms outlined in the VSPP Program Guide and Service Provider agreements.
 - Secondary Service Providers must report all monthly usage data, including any monthly End User usage over 1,000 points, to the Master Service Provider in a timely manner to ensure the Master Service Provider is able to report to their VSPP Aggregator on time.
 - Any White Label Service must reside within the Master Service Providers datacenter. Exceptions will be considered upon written request to the appropriate VMware account manager.
 - Secondary VSPP Service Providers may only provide the White Label Service to End Users, and may NOT resell the White Label Service to any other third party Service Provider.
 - Master Service Provider shall be liable to and indemnify VMware for all White Label Services to the same extent as provided in this Guide and their Service Provider Agreement for their own Hosted IT Services.
- Use of VMware logo(s) by Secondary Service Providers or End Users of the White Labeled Service will be governed by VMware’s logo guidelines. The Master Service Provider is not granted any rights to sub-license the use of VMware’s logo
 - Any benefits and program tiering under the VSPP program will not be granted to Secondary Service Providers for any White Labeled Services.
 - Master Service Providers must assure that the terms of the applicable VMware EULA apply to all use of the White Labeled Services by the Secondary Service Provider regardless of the data center in which the White Labeled Service is operated.

VSPP U.S. Federal Sales

- Service Providers providing a Hosted IT Service to any United States Federal government entity as an End User must report all Federal End User transactions (including customer names) to their VSPP Aggregator on a monthly basis.
- VSPP Service Providers acknowledge that commercial VSPP SKUs do not address the unique needs of the United States Federal Government customers’ distinct requirements around compliance with Federal legislation, U.S. based technical support, and Federal technology certifications such as 508 Certification, VPAT disclosures, and NIAP/Common Criteria Certification.
- Service Providers assume sole responsibility for all government regulations related to any Hosted IT service that they provide to any government entity.

VMware Service Provider Program Benefits & Requirements Tables

In order to support partners who are members of the VMware Partner Network in the most effective way, VMware Program benefits are tailored for each partnership type. The tables in this section outline the specific program benefits and requirements for Registered, Professional, Enterprise and Premier Service Provider partners.

The benefit and requirement tables contain two symbols to indicate the accessibility of benefits and the requirement standards for each partnership type. The legend below provides the interpretation for the symbols.

- ✓ Benefit is included in the VMware Solution Provider Program or the item is a requirement for membership in the program
- Benefit is **not** available or the item is **not** a program requirement

VMware Service Provider Program Benefits Table

VMWARE SERVICE PROVIDER PROGRAM LEVEL				
PROGRAM BENEFITS	REGISTERED	PROFESSIONAL	ENTERPRISE	PREMIER
SOFTWARE LICENSES				
Authorization to Rent VMware Products through VSPP Aggregators	—	Subject to the execution of a VMware Service Provider Program Agreement with an authorized VMware VSPP Aggregator, Service Provider (“SP”) is authorized to rent eligible VMware products from that Aggregator in authorized Region(s). NOTE 1: Agreement between SP and Aggregator must include EULA amendment to allow Hosting. NOTE 2: SP must also meet training requirements set forth in this Guide for the corresponding Program Level		
Not for Resale Licenses (NFR)	—	VMware product line. See VPN Sales Partner NFR Policy Guide for details.	VMware product line. See VPN Sales Partner NFR Policy Guide for details.	VMware product line. See VPN Sales Partner NFR Policy Guide for details.
Internal Use Licensed (“IUL”)	—	—	Yes, but IUL is NOT to be used for backend systems such as management of platform, DNS, billing and provisioning platforms etc.	Yes, but IUL is NOT to be used for backend systems such as management of platform, DNS, billing and provisioning platforms etc.

VMWARE SERVICE PROVIDER PROGRAM LEVEL				
PROGRAM BENEFITS	REGISTERED	PROFESSIONAL	ENTERPRISE	PREMIER
Free End User Demonstration Software	—	Maximum of ten (10) GB vRAM vCloud Premier Service Provider Bundle per Region where Service Provider is authorized for participation. May be used for up to 60 days for demonstrating to potential end user customers the viability of providing them services on hosted VMs. Must be on separate vCenter Server.	Maximum of twenty (20) GB vRAM vCloud Premier Service Provider Bundle per Region where Service Provider is authorized for participation. May be used for up to 60 days for demonstrating to potential end user customers the viability of providing them services on hosted VMs. Must be on separate vCenter Server.	Maximum of forty (40) GB vRAM vCloud Premier Service Provider Bundle per Region where Service Provider is authorized for participation. May be used for up to 60 days for demonstrating to potential end user customers the viability of providing them services on hosted VMs. Must be on separate vCenter Server.
MARKETING				
Partner Program Branding	—	VMware Service Provider designation by Region where Service Provider is authorized for participation. Authorized to describe themselves as “Professional” level in any materials that include “Professional” logo.	VMware Service Provider designation by Region where Service Provider is authorized for participation. Authorized to describe themselves as “Enterprise” level in any materials that include “Enterprise” logo.	VMware Service Provider designation by Region where Service Provider is authorized for participation. Authorized to describe themselves as “Premier” level in any materials that include “Premier” logo.
Partner Conference/ VMworld	✓	✓	✓	✓
Access to Partner Central	✓	✓	✓	✓
Press Release Support	—	—	VMware will supply news release templates, with Director- level quotes	VMware will supply news release templates, with Director or VP-level quotes
Partner Profile & Directory Listing	—	✓	✓	✓

VMWARE SERVICE PROVIDER PROGRAM LEVEL				
PROGRAM BENEFITS	REGISTERED	PROFESSIONAL	ENTERPRISE	PREMIER
Social Media	—	—	—	As Selected
Marketing Development Fund	—	—	—	Pooled, Funds made available based on approved marketing plan.
Partner Locator	—	✓	✓	✓
Communications & Newsletters	✓	✓	✓	✓
EDUCATION AND TECH SUPPORT				
VMware Certified Professional (VCP) Courses	Twenty percent (20%) discount off of then current list price for VSPPs *VMware-delivered education only. Training delivered by 3rd party not eligible*	Twenty percent (20%) discount off of then current list price for VSPPs *VMware-delivered education only. Training delivered by 3rd party not eligible*	Twenty percent (20%) discount off of then current list price for VSPPs *VMware-delivered education only. Training delivered by 3rd party not eligible*	Twenty percent (20%) discount off of then current list price for VSPPs *VMware-delivered education only. Training delivered by 3rd party not eligible*
VMware Sales Professional (VSP) Training and Accreditation	✓ Free, online	✓ Free, online	✓ Free, online	✓ Free, online
VMware Technical Sales Professional (VTSP) Training and Accreditation	✓ Free, online	✓ Free, online	✓ Free, online	✓ Free, online
Access to Knowledge Base	✓	✓	✓	✓

VMWARE SERVICE PROVIDER PROGRAM LEVEL				
PROGRAM BENEFITS	REGISTERED	PROFESSIONAL	ENTERPRISE	PREMIER
Partner Technical Support	Production Support is included for products rented through the VSPP subscription model Note: It is advisable that only VMware Certified Professionals (VCP) call VMware Tech Support to ensure support incidents are used as wisely as possible			
VMWARE ACCOUNT MANAGEMENT				
VMware Hosting Manager	–	–	–	Hosting Managers may be assigned on a discretionary basis by VMware
Partner Manager	VSPP Aggregator providing the Service Provider with VMware rental product may assign Service Provider Account Manager/Partner Manager coverage based on their policies.			
VMware Executive Sponsor	–	–	–	Yes
VMware VSPP Partner Advisory Committee	–	–	Option to apply	Option to apply

VMware Service Provider Program Requirements Table

VMWARE SERVICE PROVIDER PROGRAM LEVEL				
PROGRAM REQUIREMENTS	REGISTERED	PROFESSIONAL	ENTERPRISE	PREMIER
BUSINESS REQUIREMENTS AND REPORTING				
VSPM Membership Agreement (Click Through)	✓	✓	✓	✓
VSPM Program Fee	—	—	—	—
VM Rentals	To rent, the partner must sign an agreement with VSPM Aggregator committing to a minimum volume of consumption monthly for 12 months AND must meet VMware training requirements.			
PURCHASES				
Minimums	—	360 pt plan or higher	3,600 pt plan or higher	18,000 pt plan or higher
TRAINING AND CERTIFICATION				
VMware Certified Professional (VCPs) on Staff <small>* Developing countries have reduced training requirements</small>	—	One (1) VCP per Region	Two (2) VCPs per Region. One (1) for developing countries.	Four (4) VCPs per Region. Two (2) for developing countries.
MARKETING				
VMworld/ VMware Partner Exchange	—	—	Attendance recommended.	Attendance by Minimum of one (1) SP representative. Sponsorship required at one world-wide conference minimum.
Completion of Partner Profile	—	✓ Required for publishing on VMware web-based partner locator for end user use	✓ Required for publishing on VMware web-based partner locator for end user use	✓ Required for publishing on VMware webbased partner locator for end user use

VMWARE SERVICE PROVIDER PROGRAM LEVEL				
PROGRAM REQUIREMENTS	REGISTERED	PROFESSIONAL	ENTERPRISE	PREMIER
Partner website - VMware	—	VMware Partner logo on web site	VMware Partner logo on web site and VMware based services description	VMware Partner logo on web site and VMware based services description
Customer Success Stories	—	—	Service provider should provide at least one (1) customer success story per year upon VMW request	Service provider should provide at least three (3) customer success story per year upon VMW request
ACCOUNT MANAGEMENT				
Alliance Manager	—	—	—	Each Service Provider with an assigned VMware Hosting Manager must assign one Partner Alliance Manager to collaborate with VMware.
Technical Manager	—	—	—	Each Service Provider with an assigned VMware Hosting Manager must assign one Partner Technical Resource to collaborate with VMware.

VMware Service Provider Program Benefits

To ensure the success of VMware partners, the VMware Service Provider Program offers a wide range of benefits. These benefits include software licenses, technical support services, training and certification, sales support, marketing programs. Benefits will vary depending upon the partnership type and level in the VMware Partner Network programs. A description of the benefits is included below.

VMware Partner Central – Partner Portal

We have invested in our partner community by providing a new, scalable Partner Central by moving on to Salesforce.com infrastructure platform. These enhancements include:

- Customized content relevant to program, partner level, and role
- Improved Partner Locator that allows searches on locations, competencies, partner levels and partner types
- Dedicated pages for products & solutions, promotions, sales tools and marketing tools to help develop your virtualization practice



Upon becoming a VMware partner, partners are issued a user name and password to access Partner Central. Partner Central can be accessed at <http://www.vmware.com/partnercentral>

Software Licenses

VMware provides certain partners with access to a specified number of VMware software products as set forth below that enable VMware partners to build a successful VMware virtualization practice with VMware products, solutions, and services.

Not for Resale Licenses

Not for Resale (NFR) software is available to partners in good standing for solely for product demonstration and training purposes. Under no circumstances can these NFR software licenses be used for any other purposes. For avoidance of doubt, these licenses may not be copied, resold, hosted for or distributed to any third party or used for partner information processing or computing needs in addition to the above restrictions. All NFR licenses are subject to the terms of the

accompanying End User License Agreement (“EULA”). One year of subscription services is included with NFR software as long as the partner remains in good standing within the parameters of the VMware Partner Program. Detailed listing of product eligibility by program level can be found in the NFR Policy Guide on Partner Central.



VMware proactively communicates the availability of new versions of software available for NFR use to our partner community via VMware Partner Newsletters and other communications.

NFR software will be sent automatically to partners as new products become available and as partners are promoted in the VMware Service Provider Program. For renewal of NFR licenses, please refer to the NFR Policy Guide.

Discounted Internal Use Software for VMware Service Providers

VMware Service Providers in good standing may purchase at a discounted rate standard VMware product licenses for internal use to a maximum of \$50,000 USD list price. Internal use licenses (“IUL”) are for the partner’s internal IT needs only and are not for hosting, resale or distribution to end customers or to any third party. Use of discounted internal use licenses is subject to the VMware standard end-user license agreement for the specific product purchased. Please note that Internal Use Licenses cannot be used for backend systems such as management of platform, DNS, billing and provisioning or commercial hosting under any circumstances. Partners are required to purchase subscription and support for internal use software.

Service Provider partners at the Enterprise and Premier levels are eligible to order an initial bundle of “no-charge” internal use licenses on certain products. A detailed listing of ‘no-charge’ IUL availability by product and program level can be found in the IUL Policy Guide on Partner Central.



Discount rates are noted in the VMware Service Provider Program Benefits matrix included earlier in this Guide. To obtain these discounted rates, partners must order internal use software directly from VMware.

To obtain internal use software, partners must complete and return a VMware Internal Use Only Order Form. This form, along with detailed instructions can be found at Partner Central at <http://www.vmware.com/partners/>



The VMware [Knowledge Base](http://www.vmware.com/knowledgebase) and [Support Forums](http://www.vmware.com/support) can be accessed at www.vmware.com/support.

Free End User Demonstration Licenses

VMware Service Providers in good standing who are using VMware software under the subscription model have the right to use some of the delivered licenses as Free End User Demonstration licenses. The quantity available is shown in the Program Benefits chart in this document.

A set amount of the vCloud Premier Service Provider Bundle may be used for up to 60 days for demonstrating to potential end user customers the viability of providing services to them on hosted VMs. This should be installed as a separate vCenter Server and not be reported in the regular reporting process. The Service Provider cannot make any profit from this installation during the demonstration timeframe. At the end of the 60 days reporting on this installation must begin to be in compliance with the VSPP agreement. Free End User Demonstration licenses can be used in each region where the Service Provider is authorized to use licenses All such license may be operated and accessed solely by the Service Provider on equipment owned and controlled by the Service Provider and are subject to the terms of the accompanying End User License Agreement (“EULA”).

Partner Resource Technical Support Training Library

The Partner Resource Training Library provides exclusive access to deep dive troubleshooting course material used by VMware’s own technical support experts.

Knowledge Base & Support Forums

The VMware Knowledge Base is an online searchable database that includes resolutions to common technical issues, valuable tips and tricks, technical notes and answers to frequently asked questions for VMware products. Additionally, VMware offers support forums that allow Partners to interact with other members of the extended VMware community. Support forums are an excellent place to go to find answers to questions that are not found in the Knowledge Base.

Education, Training and Certification

An important element of the VMware Service Provider Program is knowledge transfer through education and training. Product knowledge is a key factor in enabling partners to effectively deploy, and support VMware virtual infrastructure solutions. VMware partners seeking to improve and expand technical skills, and achieve service accreditations and certifications, will benefit from VMware’s comprehensive catalog of training opportunities. VMware offers courses that present a range of introductory through advanced product information using online as well as hands-on exercises, preparing partners for the VMware accreditations and Certified Professional certifications.

Some partnership levels require a minimum number of technical and/or sales staff to be certified within a specified period of time after joining the VMware Service Provider Program. These partnership requirements are outlined within this guide under the VMware Service Provider Program Requirements section.

Current Training Status

Accreditation and Certification requirements and curriculum may change as VMware products change. As a result, partners may be required to procure additional training and certification to ensure their product skills are up to date.

In order to retain competency benefits and program levels, all VMware partner organizations need to remain current on VMware training accreditations and certifications. VMware defines current training as successfully completing all program requirements for either the current or previous major release.

For example, if VMware Infrastructure 3.0 is the current VMware product, any VCP certified individual on either ESX v2.x or VI 3.x would be deemed current. When version 4.0 of the product is released and the training is available, all individuals with a version 2.x certification will be out-of compliance and need to recertify. Partners who do not have the correct number of individuals with a current training status risk being re-leveled to a lower program status.

Partners who do not have the correct number of individuals with a current training status risk being re-leveled to a lower program status.

VMware Partner University

VMware Partner University is the virtual campus that provides partners access to the high quality training and education they

need to accelerate sales of VMware products, services and solutions. Partner University consolidates VMware training under one framework, meeting the unique skill sets of sales, pre-sales and post-sales professionals through comprehensive, role-based, easily accessible training plans. Partner University provides industry-recognized accreditation and certification programs and will help:

- Develop virtualization expertise to increase revenue streams and accelerate your services business
- Get individual training needs met with customized role-based training plans
- Differentiate Partners in the marketplace

VMware Sales Professional (VSP) Accreditation for Sales Professionals

Get up to speed quickly on VMware products and solutions with VSP training. Our introductory sales training course is available online, at no charge, and is designed to teach partners about virtualization basics and how to message VMware solutions to new and existing customers. To become a VSP, partners are required to attend VMware's online training course. The VSP course includes five core online modules, plus one elective module. Partners can take three additional modules to enhance their learning experience. A VSP certification is required to sell complex VMware solutions. There is a very high correlation to successful VMware business performance and the number of VSP credentials in a partner's organization. There are also VSP requirements for a partner to move up levels in the VMware Partner Program. VSPs are required to maintain their skills and knowledge base.

VMware Technical Sales Professional (VTSP) Accreditation for Pre-Sales Professionals

VTSP is an online, self-paced technical accreditation that uses guided tours, demonstrations and quizzes to teach technical pre-sales personnel about VMware products and solutions. To become a VTSP, partners are required to attend VMware's online training courses. VTSP is designed to be a springboard for technical people new to selling VMware and virtualization. It includes overviews, basic installation instructions, initial configurations and technical best practices for VMware products. There are VTSP requirements to be promoted into certain partner levels, as well as to move up levels in other VMware Partner Programs. VTSP's are required to maintain their skills and knowledge base.

VMware Certified Professional (VCP) Certification for Post-Sales and Services Professionals

As an important element of the VMware Service Provider Program, the VMware Certified Professional Program offers VMware partners the knowledge, skills, and credentials to deploy

and maintain VMware virtualization technology. Different partner types are required to complete and maintain a minimum number of VMware Certified Professionals on staff. See VMware Service Provider Program Requirements for specific requirements for various partner levels.

Gain the in-depth skills and industry-recognized certification on VMware technology with the VMware Certified Professional (VCP) Program. VCP is designed for any technical person who wants to demonstrate expertise in virtual infrastructure and increase their potential for career advancement. You can also use the VCP logo on your business card or website.

To become a VCP, individuals are required to attend an instructor-led training course to learn best practices and gain hands on experience on VMware products. They will then be required to demonstrate their knowledge and skills to the satisfaction of VMware. There is a fee to take this hands-on training course. Once this is done, individuals can become VMware Certified.



Visit Partner Central for training schedules and details. Depending upon program level, VMware partners may receive a discount on VMware delivered training.

Steps to obtaining certification including recommended and required courses, class schedules, and testing center locations can be found in the Partner University section of Partner Central, <http://www.vmware.com/partnercentral>

Continuing Education

VMware Partner University offers various continuing education opportunities that allow partners to educate themselves in VMware solution areas. Many of our courses are offered in live, online, instructor-led and e-learning formats.



A complete overview of VMware training opportunities is available on Partner University. <http://www.vmware.com/partnercentral>

vmLive

VMware also offers a weekly webinar entitled VMLive. VMLive is an interactive VMware webinar series designed specifically for our partner community to help your company develop expertise and build a successful virtualization practice.

VMware Authorized Training Centers

The VMware Authorized Training Centers offer courses in over 600 locations in 50 countries around the globe. Courses are offered in 32 different languages. Partners can register for courses through VMware Partner University within Partner Central.

Marketing Support

VMware offers a variety of marketing resources, programs, tools, and communication vehicles to help its partners market and sell VMware virtual infrastructure solutions.

Marketing Account Management

Depending upon the level of partnership, VMware assigns a marketing account manager, provides a contact or a contact mechanism for the management of ongoing, marketing-related requests.

To ensure that VMware partners eligible for Marketing Development Funds (MDF) use those funds effectively, VMware will work with eligible partners to develop a quarterly marketing plan. This plan is designed to help certain partner types and levels in the VMware Partner Network plan and execute sales and marketing activities to help grow the partners' VMware business.

Marketing Development Funds (MDF)

VMware offers Marketing Development Funds (MDF) to certain qualified VMware partners. MDF should be used primarily for external marketing and sales activities intended to create demand, attract new VMware customers, cross-sell to existing customers, and generate sales. MDF can help generate more marketing activities, raise awareness for VMware virtual infrastructure software products and solutions in market area and drive new business. MDF Guidelines include a well-balanced, comprehensive list of eligible marketing and sales activities designed to uncover new business opportunities, drive sales, and effectively expand market share. MDF also enables VMware to work closely with our partner community and leverage our joint marketing successes.

All MDF is subject to a separate set of terms and conditions. Service Providers at the Premier level are eligible to apply for MDF. MDF is a pooled set of funds that are available based on approved marketing plans and requests. See your account representative for more details.



For VSPP Premier partners, to understand further how to benefit from VMware's MDF program contact your VSPP Account Manager.

Sales & Marketing Tools

The Sales and Marketing tab on Partner Central has everything needed for partners to promote VMware products through custom marketing campaigns, including:

- Brochures
- Data sheets
- Solution briefs
- Pre-recorded presentations
- Customizable PowerPoint slides
- E-mail & Event Management Tools
- Customer case studies
- Box shots and other images
- Whitepapers and solution briefs
- Customizable e-mail, direct mail and advertising templates
- Web auto-update tools

VMware provides several economical and easy-to-use marketing management tools to help partners efficiently build and execute customized marketing campaigns.

Website-in-a-Box

Effortlessly populate websites with fully co-branded VMware content that is automatically kept up to date. This free, easy-to-install tool enables partners to:

- Promote multiple products in several languages
- Automatically refresh your site's VMware content
- Display shared content in formats that match your brand's look and feel
- Support your programs with rich dynamic multimedia content
- Capture lead information and track web activity



To learn more about Website-in-a-Box and tour how it works, visit <http://www.vmware.com/partnercentral>

Event-in-a-Box

Easily customize everything needed to run a successful co-branded event without having to know HTML. VMware's smart e-mail burst and registration management system automatically sends co-branded event invitation, reminder and follow up e-mails and auto-generates registration pages and web postings to promote partners event. Presentations are also available for download.



To learn more about Website-in-a-Box and tour how it works, visit www.vmware.com/go/websiteinabox.

There are customizable slide decks, sales tools and supporting documents needed to market & host events on:

- VMware vSphere 4
- Green IT
- Desktop Virtualization
- Disaster Recovery
- Server Consolidation
- Customer Cost Savings

Additional Seminar and Event Support

In addition to the Event-in-a-Box tool, VMware often co-sponsors regional partner events and can provide additional resources including:

- **Web Listing and Online Registration**

VMware publicizes the event on the seminar listings page of the VMware corporate web site located at <http://www.vmware.com/news/>.

- **Marketing Collateral & Giveaways**

VMware offers co-logoed marketing giveaways for purchase on the VMware partner store.

To request additional support for a seminar, please contact your VMware Channel Account Manager directly.

VMware Grid Partner Ready Campaigns

Additional cost for campaigns

There's no need to hire expensive marketing consultants to recreate and customize VMware messaging for your own e-mail, direct mail, advertising and telemarketing campaigns – simply utilize VMware's all inclusive Partner Ready Campaigns. These easily customizable packages allow you to quickly and easily build, execute and manage a variety of dynamic co-branded multi-touch marketing campaigns for in-house and rented lead lists. Every component is seamlessly integrated so you can:

- Generate & qualify real time leads
- Engage and educate customers thru co-branded interactive animated microsites
- Track responses and build unique profiles for every contact
- Customize automatic follow-up for target profiles

Register now at <http://www.vmwaregrid.com> to view, customize

and launch your own Partner Ready Campaigns for:

- Solution Track
- GreenIT
- Disaster Recovery
- VMware View for the Healthcare Industry
- vSphere 4
- Cisco Nexus 1000V and VMware vSphere 4
- Energy Efficiency for State and Local Government
- View 4 – Chair With a View
- Symantic Backup Solutions
- Getting Started – Cost Savings
- VMware Virtualizing Applications
- VMware Virtualization for Small to Mid-Sized Businesses
- VMware versus Citrix

Partner Profile and Partner Locator

Partner profiles provide valuable information about VMware partners and their VMware software solutions. Partners can utilize the VMware Partner Profile to present and differentiate their solutions and services from the competition. Profiles describe the partner's company, capabilities, and solutions.

Information from the VMware Partner Profile is used to populate the Partner Locator accessible to customers on the VMware corporate web site, www.vmware.com. The VMware Partner Locator is a comprehensive, online, searchable listing that reflects the partner's relationship with VMware, and promotes their skills, expertise and offerings to customers and prospects as well as VMware sales managers and other employees.



To update your profile, log on to Partner Central at <http://www.vmware.com/partnercentral>

Partner profile information is used to populate the online VMware partner listing and varies by partner type and level.

RSS (Real Simple Syndication)

Stay informed with the latest partner news by subscribing to VMware's Partner News Feed. Visit <http://blogs.vmware.com/partner> or add <http://blogs.vmware.com/partner/rss.xml> into your existing RSS readers.

News & Communications

VMware strives to provide partners with relevant and timely information. To that end, VMware partners have access to key communication vehicles including:

- **VMware Partner Newsletters**

VMware publishes regular newsletters designed to keep partners up-to-date on new developments at VMware. Newsletters typically contain product updates, and partner program updates, including new program benefits, promotion information and more.

- **VMware Partner Flashes**

VMware provides its partners with targeted weekly flashes about product and program updates. These short emails highlight promotions and sales tools, quality training information, and tips on how to deliver quality service and technical support.



If you would like to opt out of partner communications, please update your communications preference by logging in to Partner Central (www.vmware.com/partnercentral) and clicking on “My Contact Details” found in the left hand navigation bar, click the “Edit” button, scroll down to “Communication Preferences” section “Receive Communications” field.. Select “No” as an option and click “Save”.

VMworld & Partner Events

- **VMworld**

Each year, VMware hosts a user’s conference where thousands of loyal VMware customers and prospects attend sessions that provide the most current, in-depth information on VMware virtual infrastructure products and solutions. Featuring numerous track sessions, user group meetings, guest speakers, a Solutions Expo, and evening events, the VMworld conference offers a unique learning and networking opportunity. Covered by analysts and journalists, this event is a terrific opportunity for partners to directly interact with and present their solutions and services expertise to customers and the press.

- **VMware Partner Exchange**

VMware Partner Exchange is our annual virtualization event designed especially for VMware Partners. We understand the unique need for a conference that focuses on partner education and enablement and we will deliver! By attending this global partner conference, you get the inside scoop on VMware’s plans to position you for success in the coming year.

Key Benefits

VMware will lay out what partners need with partner-only access to VMware’s roadmap and industry vision, early previews of next-generation products and programs, as well as in-depth technical training. Only at VMware Partner Exchange, you’re certain to gain the keys to success in selling and deploying VMware solutions, products and services.

Why Attend

The VMware partner community is an extension of VMware Sales team. When you succeed, we all win!

Whether you are new to VMware or have extensive familiarity virtualization solutions, our comprehensive conference program is designed to deliver content specific to your job role and business needs. Sessions will provide you with proven go-to-market selling strategies for VMware solutions, key insights on sales and marketing programs, and in-depth training on VMware technology.

Top 5 Reasons to Attend

- Hear from the Leader in Business Infrastructure Virtualization
- Gain Knowledge to Accelerate Your Virtualization Expertise
- Stay Ahead of Your Competition
- Get Hands-On in Labs
- Complete Your Solution Competency Requirements and Save on VMware Training Classes



Information regarding participation in the VMworld Conference and VMware Partner Exchange is communicated to our partner community months ahead of time. When appropriate, information is posted on Partner Central and will be included in the VMware Partner Newsletter and other communications.

VMware Partner Identifier and Logo Usage

VMware partners can promote their partnership with VMware by displaying the appropriate VMware partner identifier on their web sites, in advertisements and customer communications, and other marketing materials.



Brand and logo usage guidelines and logo files can be accessed and downloaded from Partner Central at <http://www.vmware.com/partnercentral>

Logos are available in .EPS and .GIF formats.

VMware Partner Plaque and Certificates

To promote the strong relationship between VMware and certain partner types and levels in the VMware Partner Network Program, VMware provides select partners with a plaque or certificate for display in the partner's headquarter offices.

Only one (1) plaque will be provided per Premier level partner. Questions regarding a partner plaque should be directed to your VMware Account Manager.

VMware Service Provider Program Requirements

VMware Service Provider Program Agreement

Partners accepted into the VMware Service Provider Program must review and accept the click-through VMware Partner Enrollment Agreement. This Agreement, along with the VMware Service Provider Program Guide, defines the relationship between VMware and the Partner. Multi-region Service Providers must click accept on the agreement for each Region in which they would like to participate in the Service Provider Program.

Program Fees

As of the effective date of this Guide, VMware Service Provider partners are not required to pay an initial program fee or annual renewal program fees.

Planning

VMware Partners should develop a business plan with their VSPP Aggregator, and review it quarterly. This plan should help Partners strategically plan and identify ways to grow VMware services business and expand the VMware services ecosystem, determining the expectations and commitments of each party for the given quarter.

Quarterly marketing plans are typically included in the quarterly business planning process and help to ensure that business and marketing goals are synergistic.

Rental Agreements

Rental Agreement Duration

All VSPP product subscription terms are for a twelve (12) month duration.

Rental Minimum Commitments

The VSPP products have a minimum monthly fee that will be collected regardless of actual usage of VMs, which are licensed as "points plans" (similar to a mobile phone plan). Please see additional details on these point plans above in this Guide.

Rental Reporting

- On a monthly basis, Service Provider is required to report usage data back to their VMware Aggregator. This data shall include the details of each VMware product used with the quantity and total points incurred. Specific calculation methods for each product are available in the VSPP Product Usage Guide. Timing and method of reporting will be defined by your VMware Aggregator.
- For use of the VMware vCloud Service Provider Bundles required that the VMware Usage Meter be installed to monitor and report on usage of the products. Other products will be reported manually by the Service Provider to the Aggregator.
- Total number of points used is required to be reported if End User generated more than 1,000 points per month in revenue.
- VSPP Aggregators may have additional reporting requirements.

Rental Agreement Servicing

The Service Provider must order thru a VSPP Aggregator at the beginning of their agreement. A list of VSPP Aggregators that service each area is available on Partner Central. To change the VSPP Aggregator on record with VMware during the life

of an agreement, please send an email to mail to the VMware Partner Network, with specific reasons for the request. Keep in mind all contracts are between the VSPP member and the VSPP Aggregator.

Rental Agreement Early Termination

Some Aggregators may, at their discretion, allow for rental agreements to be terminated early if the Service Provider is signing a new higher point program. This is solely between each Service Provider and the Aggregator.

Training & Certifications

VMware Certified Professionals (VCPs)

To ensure our partners' success and enable partners to effectively sell, install, and implement VMware virtual infrastructure solutions, the VMware Partner Network program requires that some partners commit to having and maintaining a minimum number of VMware Certified Professional on staff. The number of VMware Certified Professionals required varies by partner type and level. VCP review will occur annually to ensure program commitments are being met. Failure to meet certification requirements may result in VMware Program releveling or termination.

Marketing

Partner Profile

VMware requires partners to complete a partner profile, providing an overview of the partner's VMware-oriented solutions and areas of expertise. Partner profiles are an important mechanism in promoting our partners' value-add to prospective and existing customers, as well as VMware sales managers. VMware may also require support, marketing, and technical contacts to be included in the partner profile. Partner profiles must be updated regularly and at minimum annually. It is the responsibility of the partner to ensure their profile is kept up to date.



Partner profile updates can be completed online by going to Partner Central at <http://www.vmware.com/partnercentral>

Relationship Management

Internal VMware Champion

Depending upon VMware Program partnership type and level, partners may be required to assign an internal "VMware Champion." The VMware Champion is extensively trained on VMware products and acts as an internal evangelist for VMware products and solutions. VMware strongly recommends all partners assign a VMware Champion, even if it is not a program requirement for the partner's partnership level.

Executive Sponsorship

For certain partnership types and levels VMware requires partners to assign senior level ownership to facilitate and maintain an ongoing relationship with VMware. Typically, this requires one executive contact and one primary account manager within the partner's organization.

